

How are the sales and delivery performance of Olist website?

Our BI project

olist



Our descriptive analysis



- Are there differences between states?
- What is the percentage of delays?
- Is there a way to improve delivery?
- Are delivery times and reviews related?
- How are the sales divided by region?
- Is freight cost related to delivery times?

Description of the data



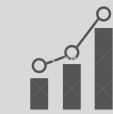
14 tables



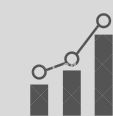
90 columns



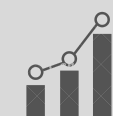
100 000 records



Wide range of information



Not much cleaning needed



Good location and date-time information

\$39M

Total sales

99K

Nr. of customers

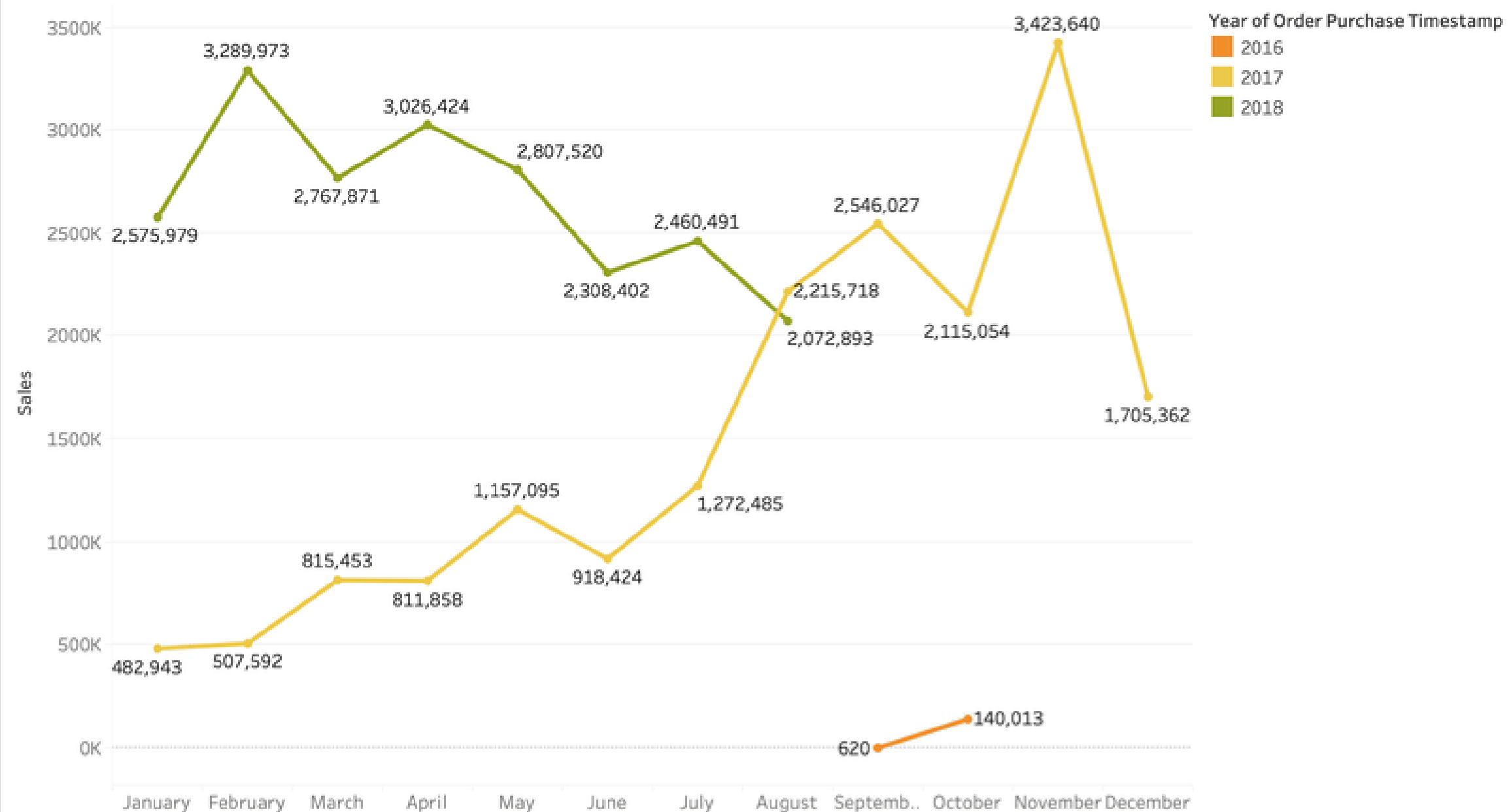
3K

Nr. of sellers

\$396

Avg. spending

Sales over time



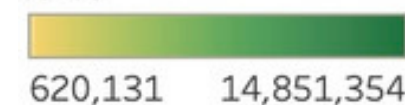
States with the biggest sales

Top 10 markets



© 2022 Mapbox © OpenStreetMap

Sales



How to improve the sales in other states?

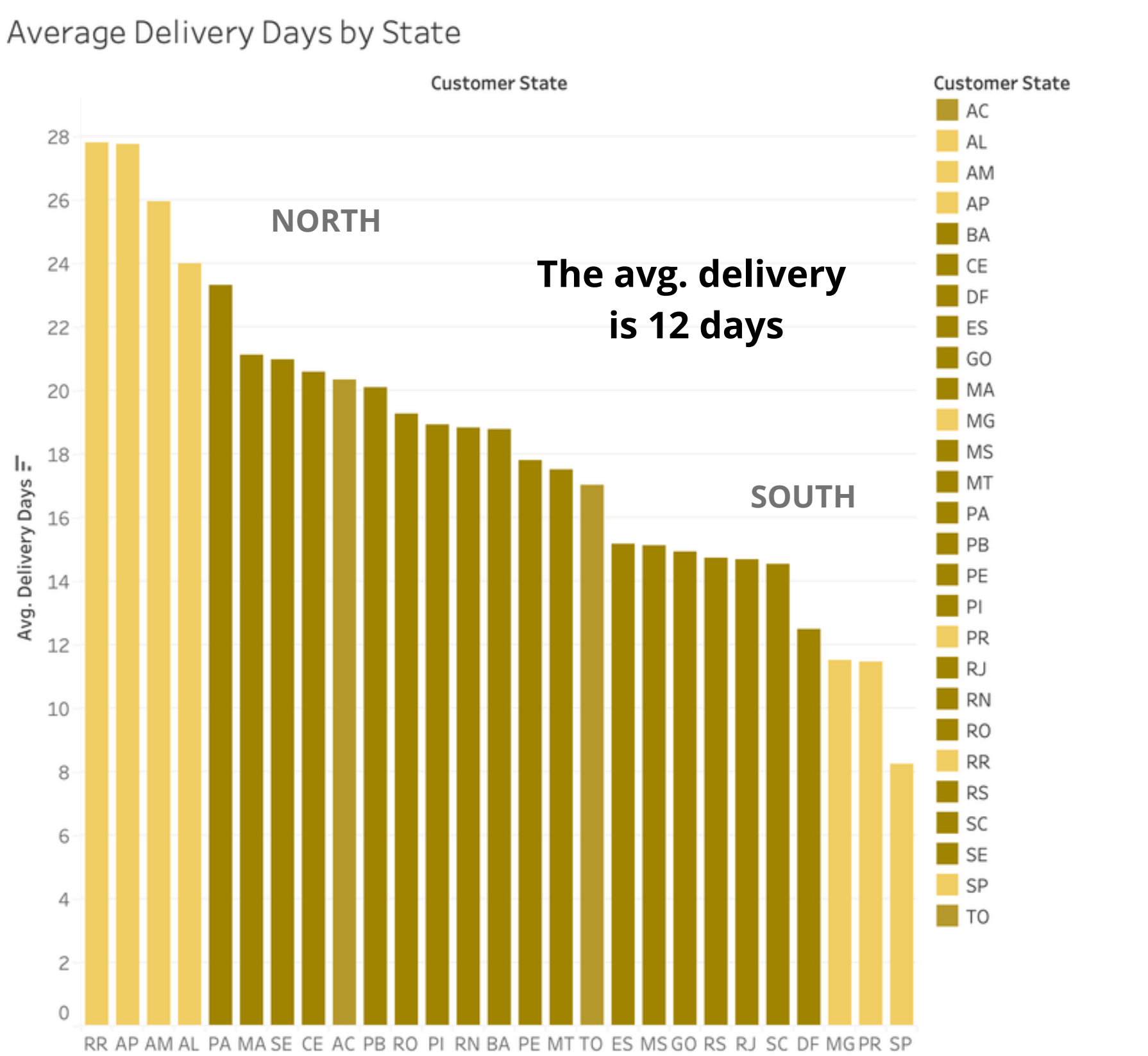
Sao Paulo and Rio De Janeiro have 50% of the sales.

Majority of the sales are concentrated in the south.

The delivery performance

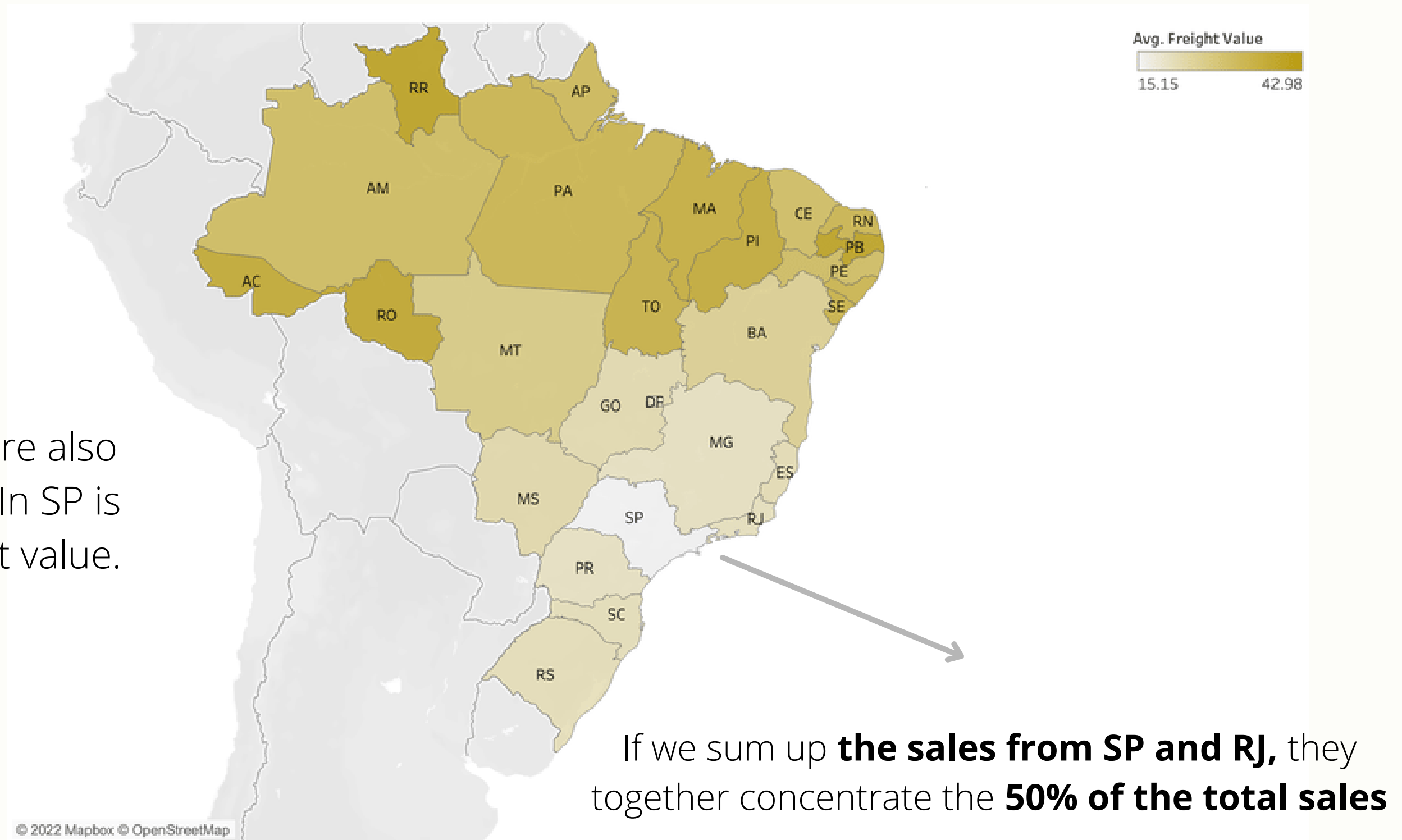
	% Of Delays	Total Orders
Not Delayed	92.12%	91,353
Delayed	7.88%	7,810

The % of delays was just around 8%.
But if we take a deep look, we can see that there are regions where the avg. delivery is quite high. Much higher than the 12 days on average.



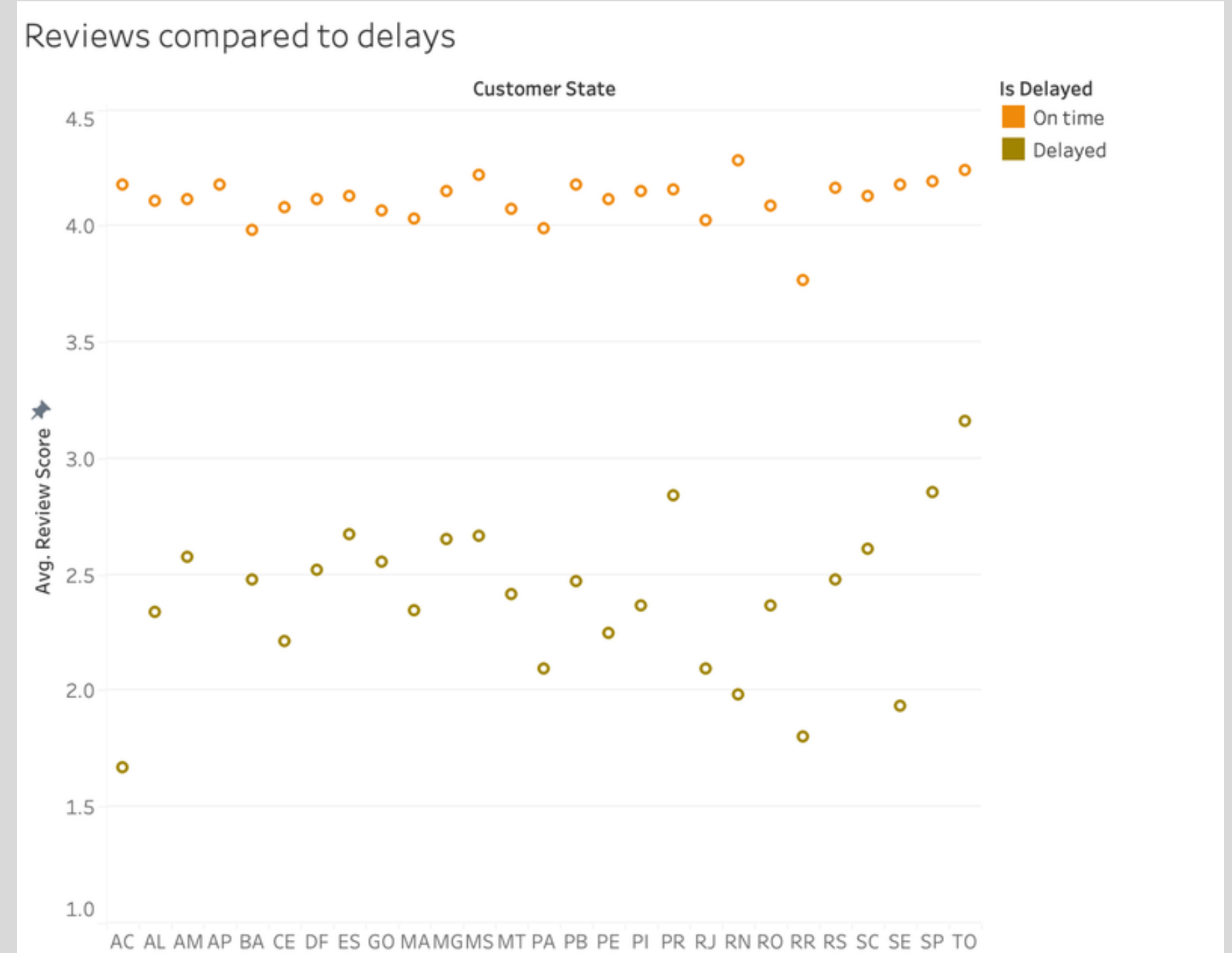
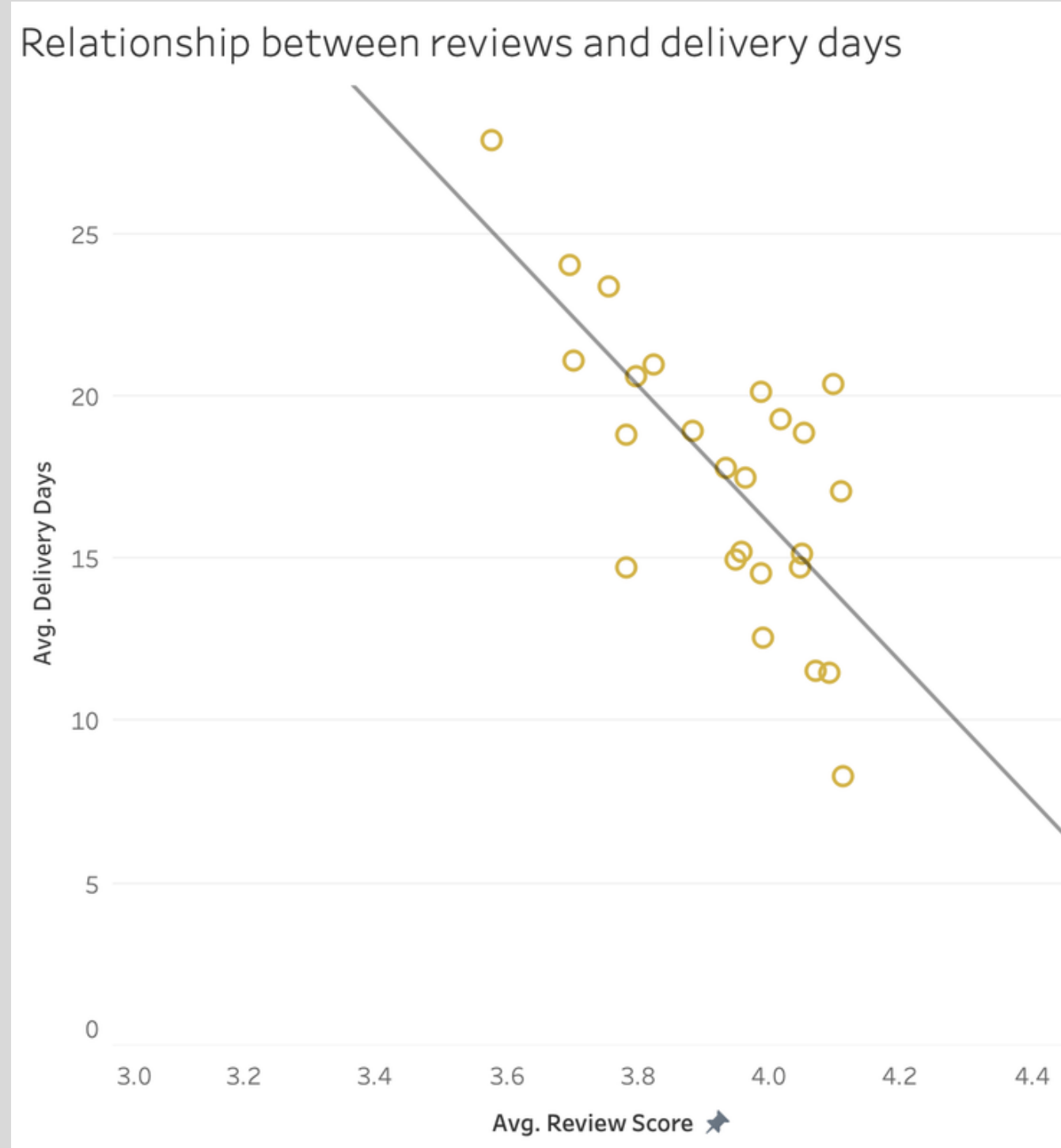
Freight value by state

The regions in the north (RR, AP, AM) are also the ones with the higher freight value. In SP is where we can find the lower avg. freight value.



Relationship between reviews & delivery days

Lower score in the reviews is related with the higher delivery days and delays.



Main conclusions

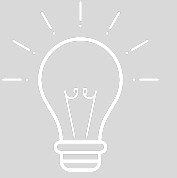
01



Difference between North & South

There is a difference between north and south in terms of % of sales and delivery performance.

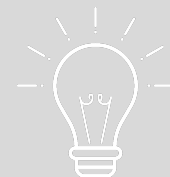
02



Negative impact in reviews & freight value

North has higher delivery times which impacts negatively the freight value and the reviews.

03



50% of sales in São Paulo

Almost 50% of the sales are concentrated in the south regions -São Paulo, Rio de Janeiro and Minas Gerais-. 9 out of top 10 sellers are also coming from São Paulo

04



Delivery performance to be improved

Improving their logistic plan they can increase the percentage of sales from the North and the service they provide to these regions.

For the future

01

Limit in the time period

The data was limited to just two years so it is a bit more difficult to see a clear progression in the main KPIs.

02

Profit metric

Having profit as a metric will allow us to relate it with the product categories and to see which ones have a higher margin.

03

Create a forecast

Predict the sales' evolution of the company

Thank you!